

## How to use this publication

The *Japan Tourism Market Guide* is designed for those interested in considerable statistical data with some analysis to study the market for long-term strategic planning, such as staff of medium sized businesses and governments; and those seeking more practical information related to wholesaler/operator liaison leading as quickly as possible to tour arrivals at their specific destination. The former, with a more studied and strategic interest, will find Chapters 1 and 2 of most interest. The latter, more action oriented, will perhaps scan through the statistical information but be more interested in the selected data related to their product/service and then will move to Chapters 2, 3 and 4.

In principle, charts and tables are positioned with the supporting text in this publication. Those readers interested in more detailed statistics should refer to the appropriate numerical data provided at the back of the guide.

Finally, a few points regarding statistical data. Many governments collect tourism data, yet there is not a lot of comparability due to statistical methods. You will find here data from a variety of sources. We caution readers from drawing conclusions that cross over different types of collection and analysis. There is considerable government/private sector data on tourism in Japan. Readers are therefore encouraged to seek other market information as mentioned in this guide and to draw their own conclusions.

## Canadian Government Regional Program Delivery — Japan

The Canadian tourism program is directed from the Embassy in Tokyo due to the concentration of travel trade and media in the Tokyo region. However, visiting Canadians who intend to travel beyond Tokyo should take note that the Canadian government has had a Consulate General in Osaka for some years; has recently opened a Consulate in Fukuoka and intends to open another Consulate in Nagoya within the year. Tourism growth potential from these regions will be watched carefully over the next few years, with a view to program delivery requirements, as the Kansai (Osaka) International Airport construction approaches completion in 1994.

## Tourism Section staff

The seven locally employed tourism staff at the Embassy in Tokyo have a great deal of "Canada" dedicated service. Tom Suzuki (intelligence/analysis and planning) has 20 years with the section, Sam Yokoyama (trade development operations and PR) has 17 years, and Jun Saito (trade and consumer development) has 14 years. Our secretaries and information clerks have similar long-service commitments to Canadian clients. Their photos are shown here to put a face on our commitment. They look forward to serving you in the future.



Guy R. Simser  
Counsellor (Commercial) - Tourism;  
Tourism Program Manager; also responsible for advertising and liaison with Association of National Tourist Office Representatives in Japan (ANTOR-JAPAN).



Tomio (Tom) Suzuki  
Commercial Officer - Tourism;  
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Osamu (Sam) Yokoyama  
Commercial Officer - Tourism;  
responsible for RVC, KANATA,  
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Jun Saito  
Commercial Officer - Tourism;  
responsible for JATA Trade Show, World Travel Fair, Tour Expo, Big Ski Canada, Winter Wonderland, trade promotion and product development.